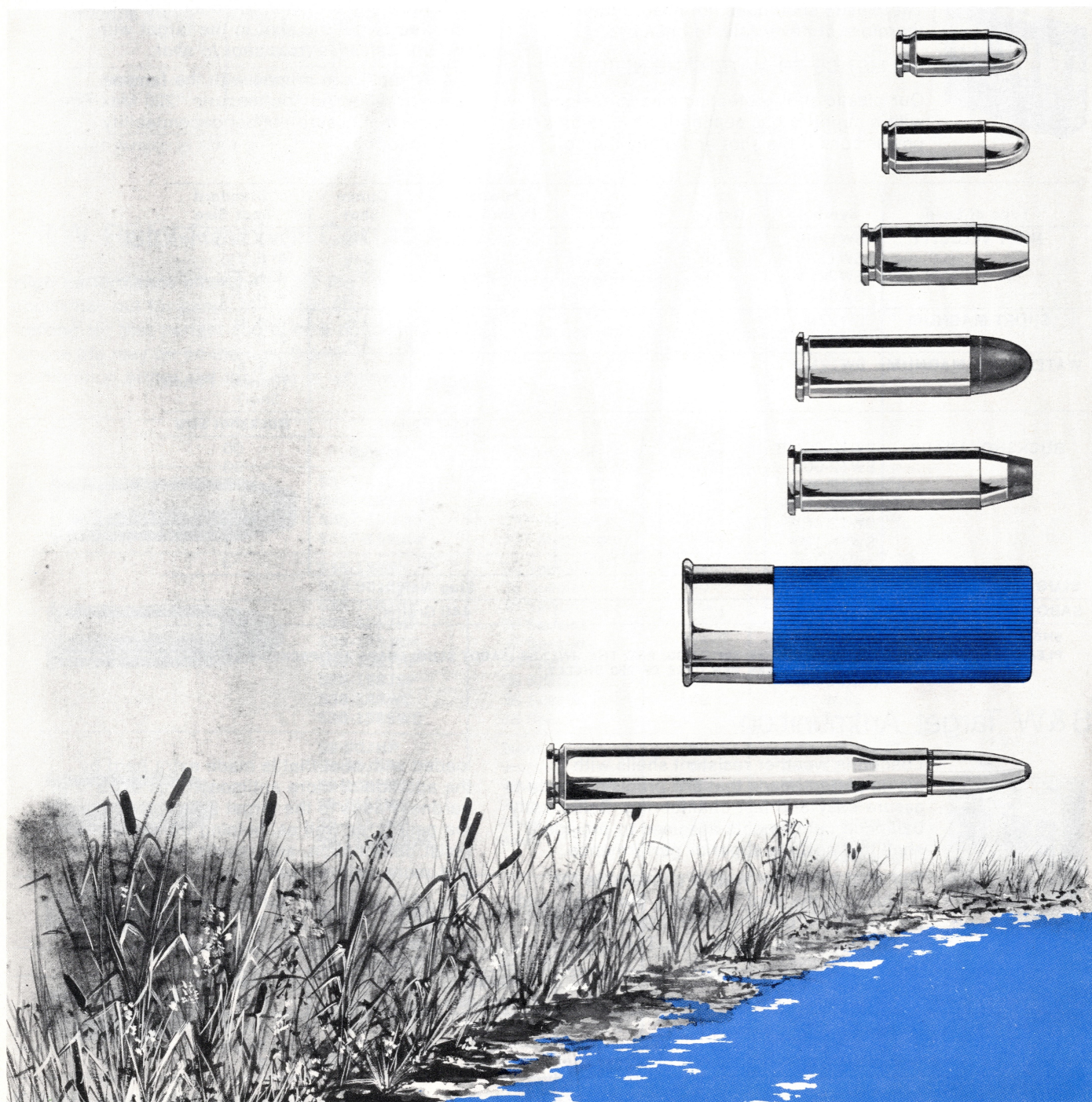
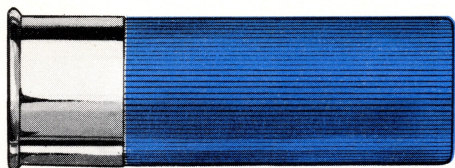




Sporting ammunition





S & W High Velocity Shotshell Ammunition



The S & W High Velocity plastic shotgun shells are loaded with ballistically "MATCHED COMPONENTS" to maintain highest quality and performance. S & W High Velocity loads produce superior long range patterns and penetration. High velocity loads are good for all types of hunting, and best for large birds, or for distant shooting at any game.

The plastic shell does not absorb moisture; therefore, it never fails to chamber.

BALLISTICS TO MATCH THE NEED!

Our plastic shot protecting wad is designed with a superior gas sealing lip that retains the power behind the shot and stops the hot

burning powder gases from escaping along side the shot column. The wad is also designed to cushion the shot to minimize pellet deformation when the shell is fired, thereby assuring denser patterns, and a more uniform shot string.

The powerful, clean, progressive burning smokeless powder is very carefully selected for the correct burning speed—"MATCHED" with the weight of shot, to obtain the velocity required to get the shot to the target with *uniform ballistics from shot to shot*.

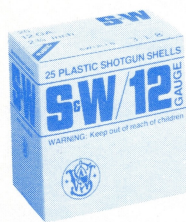
S & W shells are primed with the famous non-corrosive and non-mercuric "220 Max-Fire" primers that assure utmost dependability and uniformity.

Type of Load	Symbol	Gauge	Length	Powder Dram Equiv.	Ounce Shot	Standard Shot Size
HIGH VELOCITY	SW12HV	12	2¾"	3¾	1¼	2, 4, 5, 6, 7½
	SW16HV	16	2¾"	3¼	1⅝	4, 6, 7½
	SW20HV	20	2¾"	2¾	1	4, 6, 7½
	SW410HV	410	3"	Maximum	1⅛	4, 6, 7½
SHORT MAGNUM	SW12M	12	2¾"	4	1½	2, 4, 6
	SW20M	20	2¾"	3	1⅝	4, 6
WATER FOWL MAGNUM	SW12MW	12	2¾"	4½	1½	2, 4, 6 (Copper Plated Shot)
BUCKSHOT LOADS	SW12-00MB	12	2¾"	Total Pellets		Buckshot Size
	SW12-00B	12	2¾"	12		00
	SW12-0B	12	2¾"	9		00
	SW12-1B	12	2¾"	12		0
	SW12-4B	12	2¾"	16		1
	SW16-1B	16	2¾"	27		4
	SW16-1B	16	2¾"	12		1
	SW20-3B	20	2¾"	20		3
SLUG LOAD				Slug Weight		
SABOT TYPE	SW12SS	12	2¾"	440 Grains		

SHELLS ARE PACKED 25 PER BOX

PLEASE NOTE THAT THE SW12-00MB, THE SW12-00B, AND THE SW12-SS (SABOT SLUG) LOADS ARE PACKED FIVE SHELLS PER BOX AND FIFTY BOXES PER CASE OF 250 SHELLS.

S & W Target Ammunition



Loaded in weather resistant shells with nickel plated heads that are precision made to assure easy and fast chambering. Ballistically balanced components are used to provide a shell that assures superior performance.

Our shot protector wad is unbeatable for cushioning the shot, reducing the recoil, and providing the pattern control that assures more shot in the target area. These shells are

loaded with shot that is made extra hard by the addition of more antimony. This extra hardness adds to the target breaking ability of the pellets, as well as, helping the pellets to resist deformation, and results in more dense and more uniform patterns.

The "220 Max-Fire" primer assures optimum reliability, certain and fast ignition, even in guns that have weak firing pin springs.

Type of Load	Symbol	Gauge	Length	Powder Dram Equiv.	Ounce Shot	Standard Shot Size
TARGET	SW12HT	12	2¾"	3	1⅝	7½, 8, 9
	SW12LT	12	2¾"	2¾	1⅝	7½, 8, 9
	SW20S	20	2¾"	2½	⅞	9

SHELLS ARE PACKED 25 PER BOX

S&W Field Ammunition



All S & W Field Loads have the same high quality "MATCHED COMPONENTS" of the Target and High Velocity Loads, but are scientifically loaded for controlled power, and maximum pattern to match the game you are hunting.

The shot protecting wad is scientifically designed to absorb the initial shock of the lead shot upon firing the shell. This helps to avoid the violent jamming of the pellets against one

another, and also helps absorb some of the recoil. The shot protector portion of the wad prevents the shot from rubbing against the metal while traveling down the barrel of the shotgun, and wearing "flats" that would cause the pellets to veer off target course and ruin the "pattern." The "220 Max-Fire" non-corrosive and non-mercuric primer assures instantaneous, and complete powder ignition.

Type of Load	Symbol	Gauge	Shell Length	Powder Dram Equiv.	Ounce Shot	Standard Shot Size
HEAVY FIELD	SW12HF	12	2¾"	3¼	1¼	6, 7½, 8
MEDIUM FIELD	SW12MF	12	2¾"	3¼	1⅛	4, 6, 7½, 8
	SW16MF	16	2¾"	2¾	1⅛	4, 6, 7½, 8
	SW20MF	20	2¾"	2½	1	4, 6, 7½, 8
FIELD	SW12F	12	2¾"	3¼	1	6, 7½, 8
	SW16F	16	2¾"	2½	1	6, 7½, 8
	SW20F	20	2¾"	2½	⅞	6, 7½, 8

SHELLS ARE PACKED 25 PER BOX

S&W Pistol-Revolver Cartridges

High performance ammunition for the sportsman out for game, the target shooter looking for that perfect score, or a policeman whose life may be on the line. S & W ammunition brings out the best in whatever

gun you choose to shoot.

S & W cartridges are loaded in a variety of bullet types with non-mercuric, non-corrosive primers and top quality smokeless powder.

	Symbol	Cartridge	Weight Grains	Bullet Style
	S357-110JHP	357 Magnum	110	Jack. Hollow Pt.
	S357-125JHP	357 Magnum	125	Jack. Hollow Pt.
	S357-158JHP	357 Magnum	158	Jack. Hollow Pt.
	S357-158JSP	357 Magnum	158	Jack. Soft Pt.
	S38-158RN	38 Special	158	Lead R.N.
	S38-90JSP	38 Special	90	Jack. Soft Pt.
	S38-110JHP	38 Special	110	Jack. Hollow Pt.
	S38-125JHP	38 Special	125	Jack. Hollow Pt.
	S38-125JSP	38 Special	125	Jack. Soft Pt.
	S38-158JHP	38 Special	158	Jack. Hollow Pt.
	S38-158JSP	38 Special	158	Jack. Soft Pt.
	S38-148WC	38 Special	148	Lead W.C.
	S38-158SWC	38 Special	158	Lead SWC*
	S9-90JHP	9mm	90	Jack. Hollow Pt.
	S9-90JSP	9mm	90	Jack. Soft Pt.
	S9-100FMC	9mm	100	Metal Case
	S9-115FMC	9mm	115	Metal Case
	S9-115JHP	9mm	115	Jack. Hollow Pt.
	S9-115MCSWC	9mm	115	Metal Case Semi-Wadcutter
	S25ACP-50MC	25 Automatic	50	Metal Case
	S32S&W-88RN	32 S & W	88	Lead R.N.
	S32ACP-71MC	32 Automatic	71	Metal Case
	S380-84JHP	380 Automatic	84	Jack. Hollow Pt.

STANDARD PACKAGING—Fifty rounds per box, twenty boxes per shipping case of 1,000 cartridges.

*SWC—Semi-Wadcutter

S&W Rifle Cartridges

S & W INTRODUCES REVOLUTIONARY PACKAGING FOR RIFLE AMMUNITION



The revolutionary Smith & Wesson "10-Pack" in which all S&W rifle cartridges are packaged is a clear, molded plastic case that nests each round firmly in its individual slot. Tabs provide easy access to cartridges in the semi-rigid pocket-size pack of 10 rounds.

The new S&W "10-Pack" also offers the advantage that hunters can carry two S&W 10-Packs of different bullet weights for the same investment as a conventional 20-round box of one bullet weight.

S & W center fire rifle cartridges are produced to the same high standards used in military ammunition. They are loaded for maximum power and accuracy.

Symbol	Cartridge	Weight Grains	Bullet Style
S243-80PSP	.243 Win.	80	Ptd. Soft Pt.
S243-10PSP	.243 Win.	100	Ptd. Soft Pt.
S270-13PSP	.270 Win.	130	Ptd. Soft Pt.
S270-15SP	.270 Win.	150	Soft Pt.
S30/30-15SP	30/30 Win.	150	Soft Pt.
S30/30-17SP	30/30 Win.	170	Soft Pt.
S30/06-15PSP	30/06 Spgfld.	150	Ptd. Soft Pt.
S30/06-18SP	30/06 Spgfld.	180	Soft Pt.
S308-15PSP	308 Win.	150	Ptd. Soft Pt.
S308-18SP	308 Win.	180	Soft Pt.

STANDARD PACKAGING—Packaged 10 cartridges in the convenient new plastic "anti rattle" pocket size pack. Twenty-five of the 10 packs in each display case, and four of the "250-in" cases per shipping carton containing 1,000 cartridges.



POINTED SOFT POINT



SOFT POINT

FOLLOWING ARE TRADEMARKS OWNED BY S & W AMMUNITION CO.

COMBO-WAD • AIR-WEDGE • PGS • FELTAN-BLUESTREAK • RING-WAXED • MAX-FIRE

220 MAX-FIRE • FLITE-MAX • KWIK-SERT • UNI-SEAL • MAX-SPEED •

ECONOMAX • FLYERMAX • TRAPMAX • SKEETMAX • GAMEMAX • ULTRAMAX • MAGNAMAX



S & W AMMUNITION CO.

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